

CENTRAL AMERICA TRADE MISSION

What:

FAS is sponsoring a trade mission to Central America, where participants will have the opportunity to meet with buyers from six countries—Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama. Eligible expenses are reimbursable through the Market Access Program branded effort, administered by commodity organizations and state-regional trade groups. The mission will help U.S. exporters of high-value food products find sales opportunities. Come and learn how the Central America Free Trade Agreement is opening doors for U.S. exporters. Activities include site tours, industry speaker presentations, a product display and one-on-one meetings with importers. Space is limited to 12 participants.

When:

March 7-10, 2004—San Salvador, El Salvador
March 10-12, 2004—Panama City, Panama

**The Market:**

The six countries form a market of 30 million consumers. In 2002, they purchased \$336 million worth of high-value food products from the United States. With increasing numbers of women joining the work force, demand for convenience foods will only grow. The retail sector is consolidating, and supermarkets now account for 39 percent of retail sales. Consumers view U.S. products as wholesome, high-quality and innovative.

**Best
Products:**

Dairy products including cheese and cheese curd, snack foods, breakfast cereals, flour and other food ingredients, spices, cooking oils, soups, preserved meats, red meats, salmon, upscale ready-to-eat products, wines, beer, processed or preserved fruits and vegetables, tree nuts and pet foods

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